

in, and why it is supposedly advantageous to be labeled a 'man'. It is an attack tailored both for the offender and the bystanders. Here is another example of an attack meme which might be activated:

->anyone who doesn't wish to have children must be unattractive to women<-

Or the more complex:

->anyone who doesn't wish to have children must be unattractive to women and therefore is not a real man<-

The effectiveness of such attacks will vary depending on the memetic structures present within the minds of those who are the recipients of the attacks. If the offender and all of the bystanders are ruled by the

->children are unnecessary drainers of wealth<- memetic structure, the attack launched would likely be a total failure and reflect negatively back upon its creator.

The ideosphere and its manifestations within the RSM is a battleground wherein a ceaseless war is waged between countless memes. The strongest of the memes have established themselves in the minds of a majority of the people. The uniform action caused by these dominant memes among their infected hosts is what makes us label the greater number of people in all society the masses.

If any single memetic structure was ever successful in vanquishing all of its opponents, the human race would achieve true and complete unification. Whether such a unification represents a heaven or hell on Earth depends entirely upon personal viewpoint.

#### Defensive Memes

Defensive memes are memes created to block or divert the actions of attacking memes. Since the ideosphere is a ceaseless war zone, the individual will be under constant attack by memes which do not approve of particular behavior patterns. Often it is necessary to block the actions of assaulting memes in order to successfully activate fashioned memes.

#### Protection

For instance, if a person under the control of the ->short hair is uncool<- memetic structure attacks an individual with a buzz cut, the individual could create a defensive meme such as ->I only wear my hair short because I exercise constantly and if I had long hair I would be too hot<- for protection purposes. This memetic structure attempts to deceive the attacking meme into ceasing the attack due to blunting the perceived threat.

#### Concealment

Very often it is necessary to create a memetic structure for the purpose of concealing another memetic structure too weak to withstand a direct attack. Certain memes bind better to dominant memetic structures than others.

#### Memetic Mutation

When released into the RSM, memetic structures take on a life of their own. The individual can engineer memetic structures with certain characteristics intended to protect a creation from known and unforeseen memetic influence, but will have little control over how a fashioned memetic structure reacts once it has been downloaded into the RSM. If the individual engineers a high quality memetic structure, it should withstand the attacks of pre-existing memes and accomplish the goal it was created to accomplish. If the individual leaves a weakness within a memetic structure it could be exploited by pre-existing memes residing within the ideosphere. Unforeseen memes linking to fashioned memetic structures can cause those structures to mutate into new memetic structures which then affect the RSM in unanticipated ways.

Memetic structures, like atoms, bind to receptive points at the edges of other memetic structures. If an individual wishes to create a memetic structure unlikely to mutate, they must make certain to engineer a memetic structure with as few receptive points as possible. Though in theory it might be possible to fashion a memetic structure without any receptive points, in practice it is not.